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U.S. Department of Commerce

Patent and Trademark Office LIST OF REFERENCES CITED BY

APPLICANT (use as many sheets as necessary) Application Number:

09/351,857 Filing Date: July 13, 1999

First Named Inventor: Group Art Unit:

Rick W. LANDSMAP

UCC-1/CIP/D5-1

Complete if Known

2787

Examiner Name:

Attorney Docket No.: of 2 Sheet 1

				U.S. PATENT DOCUM			
Examiner Initials*	Cite No. I	U.S. Patent Document Number	Kind code ²	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	US Class/ Sub Class	Pages, Columns, Lines where relevant Passages or Figures appear
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(modified PTO-1449)

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Application Number:

Filing Date:

09/351,857 July 13, 1999

July 13, 1999 Rick W. LANDSMAN

Complete if Known

Group Art Unit: 2

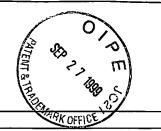
2787

Examiner Name:

First Named Inventor:

Attorney Docket No.:

UCC-1/CIP/D5-1



		OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS	
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Sheet 1	of & 2 Attorney Dock	tet No.: UCC-1/CIP/D5-1	2,000 5700

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Examiner Initials*	Cite No. 1	Foreign Pat	Number ⁴	Kind Code ⁵	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	Тф
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nnlication Number: 00/351 95

Application Number: 09/351,857 Filing Date: July 13, 1999

First Named Inventor: Rick W. LANDSMAN

Group Art Unit: 2787 Examiner Name:

Sheet 1 of 4 Attorney Docket No.: UCC-1/CIP/D5-1

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unlication Number 00/251 957

Application Number: 09/351,857 Filing Date: July 13, 1999

First Named Inventor: Rick W. LANDSMAN

Group Art Unit: 2787 Examiner Name:

Sheet 2 of 4 Attorney Docket No.: UCC-1/CIP/D5-1

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Application Number: 09/351,857 Filing Date: July 13, 1999

First Named Inventor: Rick W. LANDSMAN

Group Art Unit: 2787 **Examiner Name:**

Attorney Docket No.: UCC-1/CIP/D5-1 3 of 4 Sheet

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^{*} English language abstract enclosed.

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Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T ²
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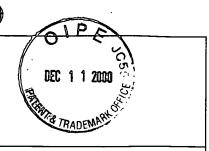
Application Number: 09/351,857 Filing Date: July 13, 1999

First Named Inventor: Rick W. LANDSMAN

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LIST OF REFERENCES CITED BY APPLICANT

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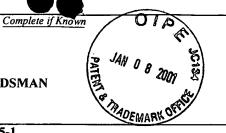
Application Number: 09/351,857

Filing Date: July 13, 1999

First Named Inventor: Rick W. LANDSMAN

Group Art Unit: 2787 Examiner Name:

Sheet 1 of 1 Attorney Docket No.: UCC-1/CIP/D5-1



				U.S. PATENT DOCUM	1ENTS		
Examiner Initials*	Cite No. 1	U.S. Patent Document Number	Kind code ²	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	US Class/ Sub Class	Pages, Columns, Lines where relevant Passages or Figures appear
SSIA	AA	6,157,946		Itakura et al	12-05-2000	709/217	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	09/351,857					
Filing Date	July 13, 1999					
First Named Inventor	Rick W. Landsman					
Group Art Unit	2176					
Examiner Name						
Attorney Docket Number	UCC-1/CIP/D5-1					

	U.S. PATENT DOCUMENTS								
Examiner Initials	Cite No.1	Cite Kind Codes Name of Patentee of Applicant		Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear or Class/Subclass				
asx	AA	6,167,453		Becker et al	12-26-2000				
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Date Examiner Signature Considered

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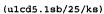
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Complete if Known 09/351,857 **Application Number Filing Date** July 13, 1999 **First Named Inventor** Rick W. Landsman Group Art Unit **Examiner Name** Attorney Docket Number UCC-1/CIP/D5-1

	OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS							
Examiner Initials	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²					
Shy	AT	<pre>Kipp Cheng, "Rich Media Match for Unicast and Engage", Brandweek, 1 November 1999, Vol. 40, No. 41, pg. 62 and following</pre>						
Gen	AU	Cartellieri et al., "The Real Impact of Internet Advertising", McKinsey Quarterly 1997, 1997, Vol. 3, pg. 3 of reprint						

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	Application Number	09/351,857	
INFORMATION DISCLOSURE	Filing Date	July 13, 1999	DECENTED
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**English-language abstract enclosed.

Examiner Signature Date Considered Considered

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INFORMATION DISCLOSURE	Filing Date	July 13, 1999	
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Coll	AA	09/951,001	LANDSMAN et al	09-13-2001	
	AB	09/950,963	LANDSMAN et al	09-13-2001	
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	AG	09/352,626	LANDSMAN et al	07-13-1999	
.	ÆΉ	09/352,378	LANDSMAN et al	07-13-1999	
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C21	AJ	6,317,761		LANDSMAN et al	11-13-2001	707/513
	AK	6,314,451		LANDSMAN et al	11-06-2001	709/203
	AL	6,185,586		JUDSON	02-06-2001	707/513
252	AM_	5,956,716		KENNER et al	09-21-1999	707/10

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	09/351,857				
Filing Date	July 13, 1999				
First Named Inventor	Rick W. LANDSMAN				
Group Art Unit	2176				
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Examiner Initials*	Cite No.1	U.S. Paten Number	t Document Kind Code ² (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear or Class/Subclass		
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